

## **Use of photographic and video images of children and young people under the age of 18**

Photos may be collected for possible use

- in leaflets and newsletters, promoting the individual success of schools involved in the Sheffield Children's University project.
- on the Sheffield pages of the national Children's University website which has links to the Sheffield City Council website  
<http://www.thechildrensuniversity.com/CUSheffield>
- to celebrate children's achievement as part of Sheffield City Council Study Support, Extended Learning and the Learning and Achievement Service
- to publicise CU activities within the community through local media
- for funding applications and feedback to grant giving bodies.
- on display boards at educational establishments and events
- in Power Point presentations to promote Sheffield Children's University

Video recordings may be made

- as part of evaluation and consultation processes
- as a DVD promotional presentations for educational purposes

Please note it is the schools responsibility to ensure that photographic permission for school based activities is in place.

Where we are notified that parental permission is withheld we will avoid photographing specific children.

Sheffield Children's University is committed to ensuring all necessary steps are taken to protect children from the inappropriate use of photographic images.

Sheffield Children's University has adopted the following good practice guidelines:

- We will not use the personal details of full names (which means first name and surname) of any child or adult either in a photographic image, on a video, on our website or in any documentation.
- If we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption
- If we name a pupil in the text, we will not use a photograph of that child to accompany the article.
- We may use group or class photographs with very general labels such as 'Chess Club' or 'Summer Fun'.
- We will only use images of pupils who are suitably dressed to reduce the risk of images being used inappropriately.
- For press publications a group photograph may be accompanied by an alphabetical list so that names cannot be matched to the photograph
- We will act on the concerns of any parents or parents regarding the inappropriate use of photographs or video images.

This policy is in line with Sheffield City Council guidelines on Using Images of People: photographs, videos and webcams.